

Digital Storytelling : Digital Storytelling Course

CATEGORY	Advanced (Professional)	Proficient (Novice)	Basic (Amateur)
Storyboard	Excellent detail; well planned; storyboard elements (images, transitions, effects, voiceover, soundtrack) and digital storytelling elements (pacing, dramatic question, gift of voice, soundtrack, point of view, emotional content, economy) always consistent & enhances message (30 points)	Good detail & planning; most of storyboard & digital storytelling elements are consistent (20 points)	Minimum detail & planning; little or no evidence of storyboard & digital storytelling elements (10 points)
Copyright	All copyright laws are followed; "You are legitimate." (10 points)	Copyright laws are mostly followed; "You might want to get a lawyer." (7 points)	Copyright laws are barely/not followed; "You've been thrown in jail." (4 points)
Camera Operation	Camera operation techniques (angle, panning, steadiness, focus, zoom, rule of thirds, headroom, type of shot, lead space) always appropriate & effective; "Looks like a pro did it!" (10 points)	Camera operation techniques are mostly appropriate & effective; "I'm starting to get a headache." (7 points)	Camera operation techniques are hardly appropriate & effective; "I'm nauseous. I have a migraine." (4 points)
Editing	Smooth viewing; seamless appearance achieved; excellent flow; "Engaging!" (10 points)	Most scenes have a seamless appearance; decent flow, relatively engaging; "Interesting." (7 points)	Scenes have little or no flow; viewer is confused or lost; "You 've lost me." (4 points)
Transitions, Effects, Titles	Enhances the message of the story; completes the project; "Wow! Chicken skin." (10 points)	Somewhat enhances the message of the story; "It's okay." (7 points)	Minimal or no enhancement of the message; "What?!" (4 points)
Content	(Note: The content would adjust depending on the assignment.) (30 points)	(Note: The content would adjust depending on the assignment.) (20 points)	(Note: The content would adjust depending on the assignment.) (10 points)